

# ARIZONA STATE UNIVERSITY MASTERS OF REAL ESTATE DEVELOPMENT (MRED)

11.21.12

Heritage District Synthesis Project

# One Year with Gilbert! Welcome!

Let us help  
you to get to  
know the  
Heritage  
District.

It's becoming  
a place to be  
for different  
activities.



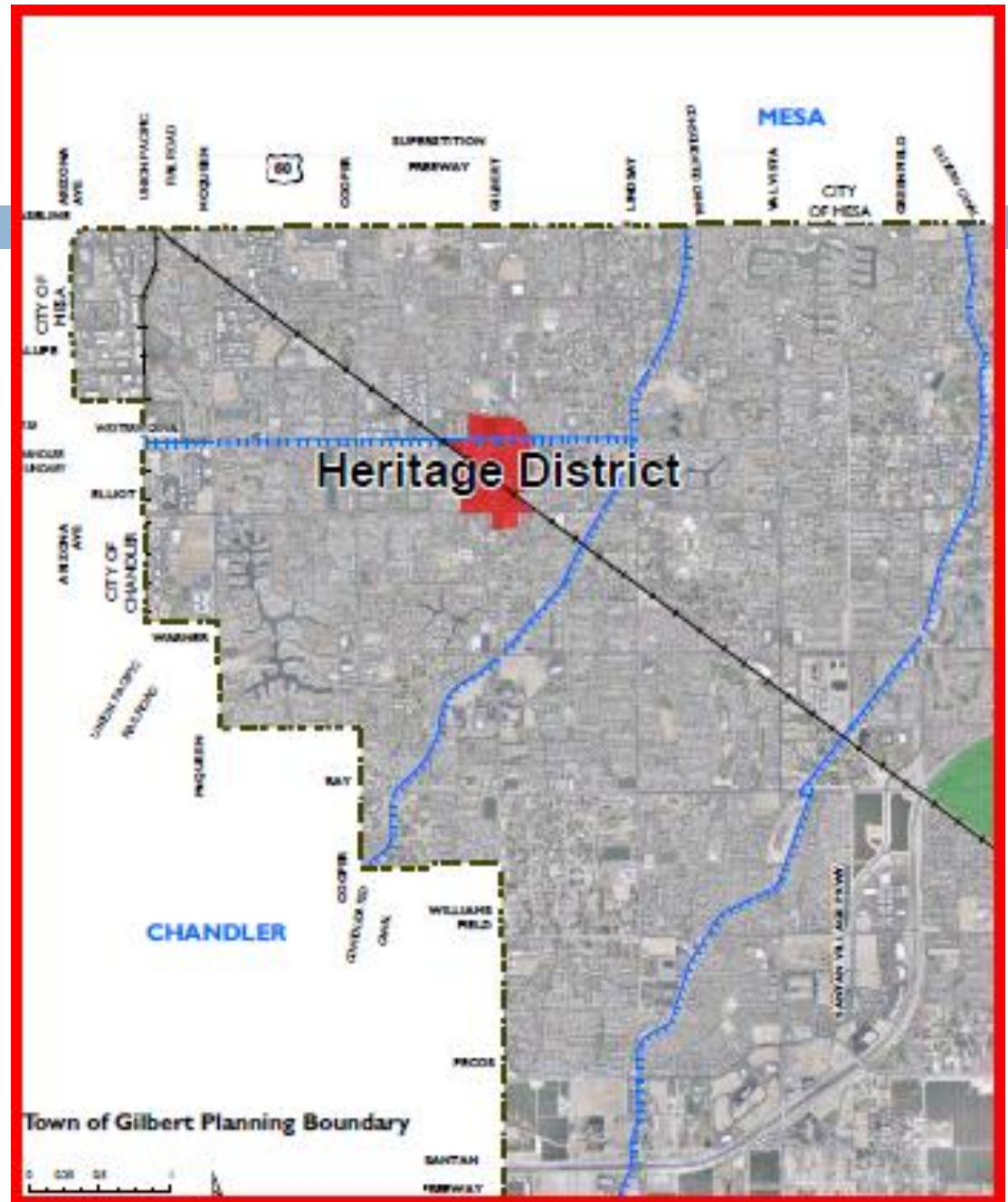
# Vicinity Map

2 miles south of  
US 60

4 ½ miles north  
of Santan Loop  
202

0.3 sq. miles with  
192 acres

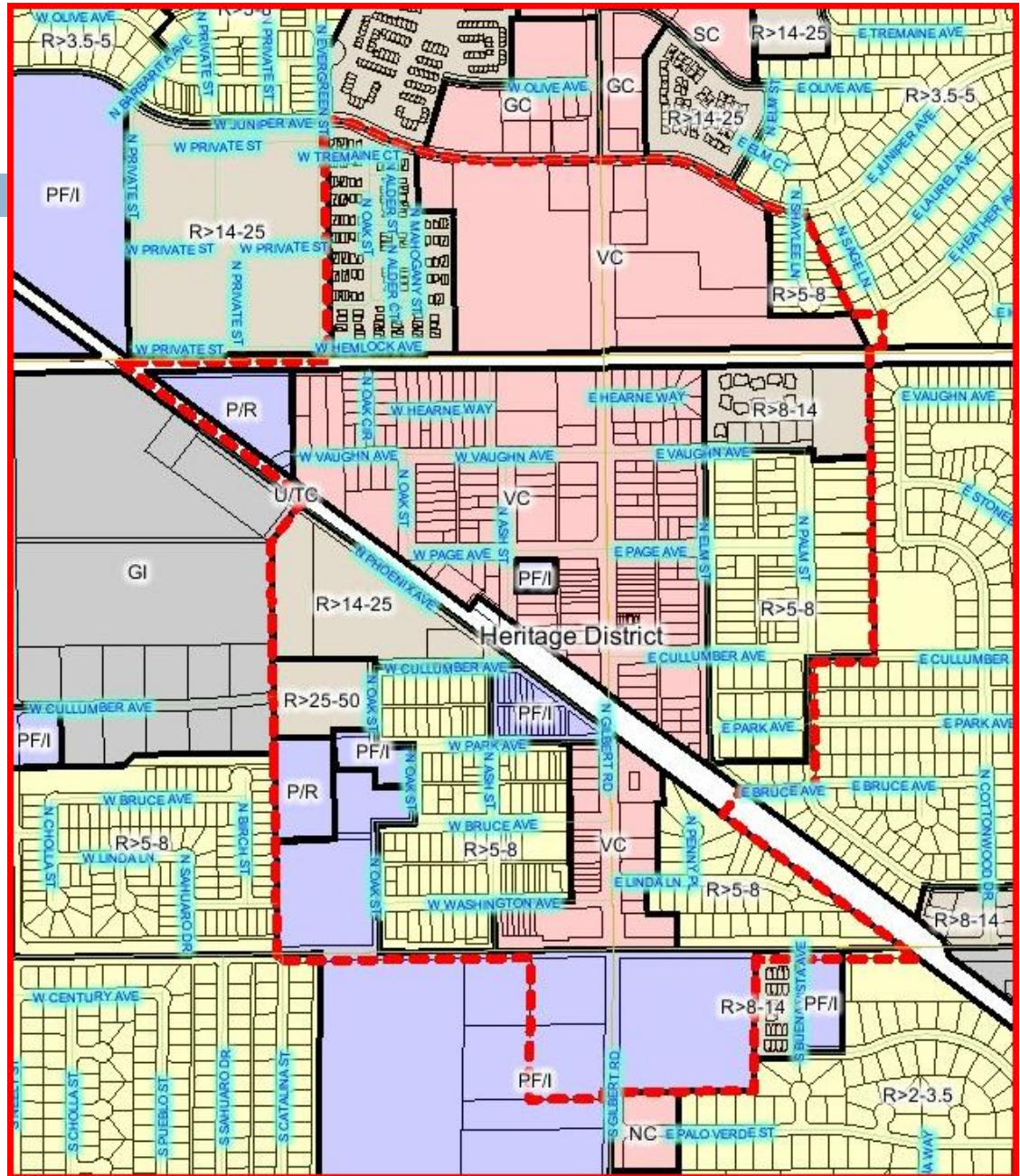
Notice Railroad  
and Western  
Canal  
opportunities





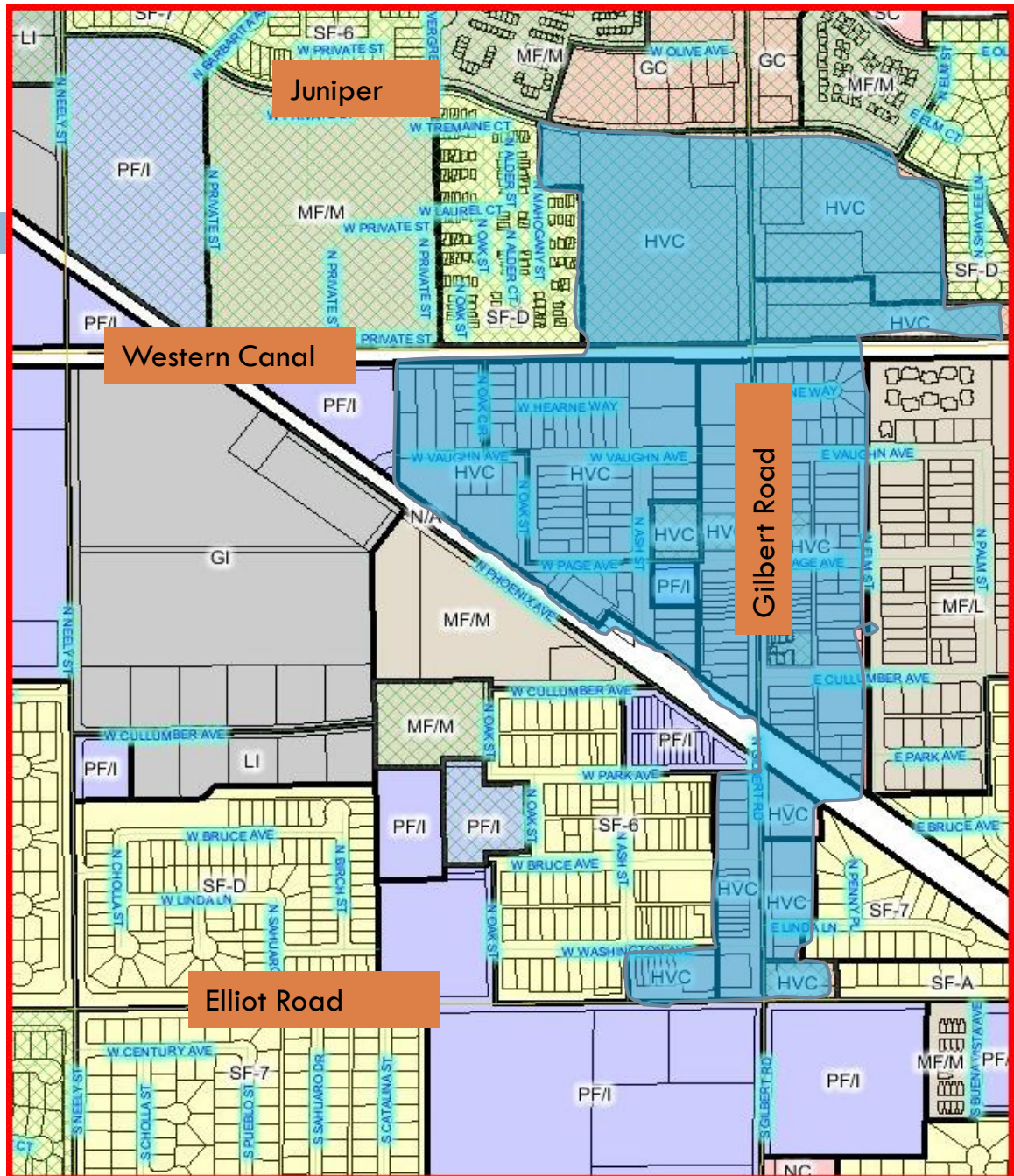
1/2 mile wide by less than a mile long.

1/2 mile wide by less than a mile long.





## SF-6 and SF-7



# Vision

Same vision since Redevelopment Plan was adopted in 1991. The Heritage District is the historic and symbolic center of the community.





# Vision for a mixed use destination

The Heritage District will be a destination to visit, shop, work and live. It will be a place where new residents can visit and connect with the Town's origin. The Heritage District will, again, be the vital center of the Town.

*From a vision charrette.*



*Out of state photo depicting a destination.*

# Adopted Tools to Guide the Vision

“The Heritage District – this unique segment of your rapidly growing community offers a tremendous opportunity to not only preserve the history of the town, but to create a vibrant center of living, working, and commercial activity.”

*Rio Salado Chapter*

- ❑ Redevelopment Plan
- ❑ General Plan
- ❑ Heritage District Overlay Zoning District
- ❑ Heritage Village Center Zoning District
- ❑ Urban Design Team Recommendations
- ❑ Heritage District Design Guidelines
- ❑ ASU Mixed-Use Guideline Study



# Vision – key components

Quality

Variety

Historic  
Compatibility

Mixed Uses

Active Uses

Pedestrian  
Ambiance

Public Uses



*Out of state photo depicting mixed uses with loft above.*

# Heritage Village Center Zoning District Purpose Statements

## Zoning District – much of this district is vacant today

### Purpose – in LDC

- Foster Small scale, pedestrian-oriented mixed use development
- Encourage a mix of uses – high density residential, retail, service, office, lodging, entertainment, public and quasi public and cultural uses

### Additional Purposes – in LDC

- Encourage quality and variety in building, landscape, and signage design;
- Insure historic compatibility in land use and building form;
- Support mixed commercial and residential uses;
- Reinforce the historic character of the downtown; and
- Attract active uses that will enhance the pedestrian ambiance of the downtown.

# Vision – We will be a downtown that:

- Is the heart of the community
- Is family-friendly, pedestrian oriented and provides a convenient and safe experience for all
- Is a popular place to work, gather, dine, relax, shop and live
- Is a unique, attractive, vibrant, yet peaceful gathering place
- Reflects our railroad and agricultural heritage and maintains a small-town feel
- Attracts a distinct mix of retail, restaurant, office, service and entertainment businesses that are a regional draw
- Maximizes the use of limited space while making sure that no single use dominates the overall direction and vision of the Heritage District
- Is clean and well maintained
- Accomplishes all of the above in an economically sustainable way





# Goals support the Vision

Noted in the Redevelopment Plan and Heritage District Character Area

Promote quality urban design with emphasis on small town historical character.

Insure the economic viability of downtown. Promote reinvestment and attract new development.

Improve pedestrian and auto circulation to ensure a pedestrian safety.

Promote downtown as the symbolic/cultural center of the community.



*Not within the Heritage District.*

# Design Guidelines

Provides design expectations.

Encourages high quality development.

Creates compact development

## Promotes

- ✓ A variety of architectural styles
- ✓ Narrow, friendly streets
- ✓ Respect for historic themes
- ✓ Link residential with commercial with courtyards and walkways
- ✓ Balance old with new designs
- ✓ Use quality materials
- ✓ Provide unique signage
- ✓ Multi-story buildings have diverse massing at the street
- ✓ Mixed use buildings have visual interest



# A mix of uses exist today







# Resources

Pre-application process

Web site for the Heritage District

Redevelopment Commission